In the Richards College of Business, we believe in and live our mission every day: We are in the business of transforming lives through education, engagement and experiences!

This is an exciting time for the Richards College, with new programs, partners, and even greater possibilities for the future. We recently celebrated 30 years of business accreditation by AACSB International, a recognition held by fewer than five percent of business schools worldwide. We are only two short years away from celebrating 20 years of separate AACSB accreditation for our accounting programs, held by fewer than three percent worldwide. Accreditation is not our goal—it is the result of excellence in programs, highly qualified and productive faculty, and staff that go above and beyond to make the Richards College outstanding in every way.

In 2017, we will have one more celebration—our twentieth anniversary as the Richards College. So now is the perfect time to reflect on the success of our students and alumni. Many of the people highlighted in this five-year review comment on the impact their education from the Richards College had, and I am proud to be part of that winning tradition.

I hope you enjoy reading the stories included and seeing how much you can achieve when you Go West! Go Business!

Dr. Faye S. McIntyre
Dean and Sewell Chair of Private Enterprise

Don’t settle for business as usual. Go West. Go Business.
More Students Go West When Wolves Win

By Troy Jenkins

The driving force of any college or university is the prestige of its academics. Athletic programs also serve an important purpose, however, as a basis for marketing and generating revenue.

As part of a project for UWG's annual Big Night event, Cassandra Sosebee '12 researched the impact of athletic programs on universities. The Simple native spent over eight months on her research, which she is still pursuing.

The project focuses on how successful university athletic programs can benefit the institution as a whole. It can raise the public interest in a university and impact the number of undergraduate applications.

“Successful athletic programs allow for a limitless amount of publicity for universities, especially on the national stage. During her Big Night presentation, Cassandra related her findings to the potential future UWG athletics.

“A successful intercollegiate athletics program is a vital component of the destination university vision,” she says. “Providing a vibrant campus life is a major benefit to athletic programs. In turn, athletes recognize this campus life as another benefit to their college experience.”

She began her research project by looking at Division I- AA universities with Georgia before transferring to UWG.

Cassandra’s research stems from the time she spent at the University of Georgia before transferring to UWG. Cassandra sees a bright future for UWG, stating it will be “a lot larger and different” from current conditions. Her thorough research demonstrates her own future potential. She received her bachelor's degree in economics and plans to pursue a career in the field. She also continues to work on her research in hopes of having it published in the future.

While UWG isn’t getting its own ESPN-sponsored network (at least not yet), supporting athletics can lead to exposure, revenue, an increase in admissions and added value to a UWG degree. With so much to gain, there are truly No Small Games.

Power of Sweet Tooth

By Josh Sewell

Starting a new business is always risky, but the current economic climate makes it even more daunting. Fortunately, Marianne Simpson ’00 is beating the odds by trusting in the power of the sweet tooth. She is the owner of Lenox Cupcakes, a gourmet bakery that specializes in, well, you guessed it.

Although a degree in business management doesn’t typically lead to days spent baking and experimenting with dessert flavors, the unique circumstances suit Simpson just fine. What started out as a fun and delicious way to blow off steam after her day job has transformed into a successful career.

“I have always enjoyed baking and found it to be my creative outlet,” said Simpson, a longtime Atlanta resident who originally hails from Lagos, Nigeria. “Baking proved to be therapeutic for me and I love that my cupcakes made people really happy.”

After some initial persuasion from her sister, Simpson launched Lenox Cupcakes as a website and business, with a temporary lease on a shop in Atlanta's Phipps Plaza. Since then, Simpson moved the company to its current location in Chamblee. Through each version of the business, she has been a baking machine.

“When we first started, we had a corporate client order 2,000 cupcakes for Valentine’s Day,” she recalled. “At the time, I had no employees so it was just me and my husband, and we worked through the night at the commercial kitchen we were renting. But in between, we went home and got changed for our dinner reservation, went to dinner and then went back home to check on our son before heading back to finish the project. The client had no idea we were able to pull it off, being such a small company.”

Simpson’s time spent at the Richards College of Business and the career experience she gained afterward also qualify her to give some sound advice to recent graduates who are thinking about starting their own businesses.

“Don’t be afraid to start small,” she said. “That will give you the time you need to practice your craft. And that’s one of the most important things you can do. Practice, practice, practice!”

She has a few more people around to help out these days, but that doesn’t mean running her own business has become a 9-to-5 hum routine. Simpson said the process often fluctuates between exciting, scary and exciting all over again. However, she credits her time at the University of West Georgia with preparing her for all the uncertainties that come her way.

“UWG really gave me the foundation that I needed for the path I’m on,” she said. “I still remember one of my capstone courses helped me understand what it is to have a vision and how to put in place a strategic roadmap for my business.”

For more information, visit lenoxcupcakes.com
Culberson Trades in Job Security for a Chance to Follow His Dream

By Ernest Ricks

Travis Culberson ’00 is a great example of how following your passions can sometimes lead to a promising career that is secure and fulfilling. Culberson graduated from the University of West Georgia with a degree in business management/finance with goals of being an investment banker. However, that wasn’t his dream job.

He was achieving considerable success in the finance sector, but Culberson’s true talent was in beauty. As a teenager he had aspirations of modeling, which led him to assist a fashion photographer in an effort to build his portfolio. It was during this time that he discovered his gift for makeup.

“When the idea of me possibly working professionally as a makeup artist sparked, I would dream of working with top makeup artists, fashion magazines, designers, models and television networks,” said Culberson.

A career in finance promised a stable future, but Culberson decided to see where his gift could lead him. He took a leap of faith and traveled across the country to New York in pursuit of his dreams.

Culberson would, as a result, become an avid researcher and practitioner of cosmetics assisting high profile makeup artist Reggie Wells.

“When I moved to New York 10 years ago, I only knew two people in the area,” he said. “But I had a burning desire to succeed and strived to become a successful makeup artist.”

Since then, Culberson has made great strides in the cosmetics industry and is associated with some high-profile faces. Some of his clients include Anderson Cooper, Angela Stone, Fabolous, Sean (Diddy) Combs and Judy Collins, among other big names.

He is currently the resident makeup artist for Anderson Cooper’s daily talk show, has worked on The Tyra Banks Show and enjoys utilizing his talent in wedding ceremonies. While makeup has been very rewarding, he is also in the process of expanding his brand to include image consulting.

Though Culberson’s current occupation is not based in finance, the business management skills he learned in his field of study are quite applicable to his career. He attributes part of his success to his undergraduate experience at UWG.

“My foundation came from studying under the leadership of my professors,” said Culberson. “I was active in many student organizations so I learned backwards planning while putting together a host of social events.”

He also credits his experience of holding leadership positions in the Student Government Association and the Black Student Alliance. His advice for undergraduates is to never give up on following their dreams. He also advises that students take an active role in their careers by learning all they can about their craft and pursuing internships.

“UWG helped prepare me for the real world,” said Culberson. “I had a solid education, the opportunity to develop long-term friendships and a host of life experiences.”

Ahead of the Curve

The University of West Georgia Richards College of Business is working to ensure that its students have every advantage possible when entering the workforce.

In March 2013, the UWG Economics Department introduced a new certificate program that offers students a chance to learn how to utilize data analysis tools and systems from the SAS Institute. The announcement was made at the inaugural SAS Day, an event that creates opportunities for business students to network with professionals and provides them with career options available in analytics.

SAS, the world’s largest analytic software company, is used by more than 95 percent of Fortune 500 companies. UWG’s SAS certificate program is one of only eight in the nation, and it is the only one in existence that focuses on Economics and Business Analytics. UWG is planning to continue SAS Day as an annual event.

Companies dealing with big data face the problem of filtering through large amounts of information and determining what is considered valuable and what is not. Many companies, such as the New York Stock Exchange, Wal-Mart and Target, are now rethinking this data in real-time, creating the issue of data accumulating very quickly. SAS analyzes this data easily.

Dr. Joey Smith, UWG’s director of the Center for Business and Economic Research, explained the advantages of the certificate program and how it will equip students with the ability to successfully analyze big data. “We are trying to give our students at West Georgia a competitive advantage,” he says. “It’s my opinion that virtually every business could benefit from some application of statistics or analytics,” he says. “There are more employers looking for people with these types of skills than there are candidates coming out of the various schools in the state of Georgia and in the region.”

I have already in correspondence with some of the students who I met at SAS day, and a number of them have already been offered excellent positions.”

With David’s help, UWG is differentiating its students as the most sought after candidates in the workplace.
The University of West Georgia and the Richards College of Business welcomed alumna, author and former Southern Company CIO Becky Blalock to campus on October 24. Becky spent the whole day on campus and spoke at multiple events, including one lecture at 7 p.m. that was free and open to the public. Becky also signed copies of her most recent book titled DARE: Straight Talk on Confidence, Courage and Career for Women in Charge.

Becky's newest book was written to support and encourage women in business. "You learn from mistakes, but you don't have to learn from your own!" Becky tells the audience, speaking from experience. "I learned from somebody else's mistakes. There are some mistakes in this book that I made, that will hopefully keep other people from making them."

Due to her 33 years of experience working for a Fortune 500 company, Becky's advice is particularly valuable. However, she also interviewed 28 other top women executives while writing her book. She shares her wisdom with students, faculty and community members.

"What you need to do, if you really want to be successful in life, is know what it is you're not good at and work on it."

“We all live in this world where we feel safe, and comfortable, and we feel valued, but if you really want to get ahead in your career, you've got to get outside and be willing to take risks,” she explains.

"What you need to do, if you really want to be successful in life, is know what it is you're not good at and work on it. You can turn a weakness into a strength. Also, when you get into the work world, you're on a team of people. If you don't know what you're really good at and what you're really poor at, you're going to have a hard time making decisions about who to surround yourself with."

"It is very important, and it is your responsibility, to be the best you can possibly be, and to make mistakes. You can't say, 'I don't want to make a mistake because then I'll get a grade lower than I'd like it to be.' You've got to take risks in order to be successful."

Becky's path to success started when she got her bachelor’s degree in business administration in 1978 from what is now the University of West Georgia. She went on to obtain master’s degrees from Mercer and Harvard, but she’s still very close to her Tri-Delta sorority sisters. “West Georgia is the greatest place in the world!” she proclaims. “You'll never make friends like you do here.”
The Square Shop has a storied history as a Carrollton establishment, offering distinctive men’s wear since 1963. And it’s always been an alumni-owned business. The shop’s story almost came to an end in 2005 when its original owner Charles Wilks ’59 decided to close.

In stepped April Brewer Harris ’54, who was one year removed from receiving her BBA degree from UWG and working at a women’s boutique in Atlanta. “One day I received a called from Charles telling me The Square Shop would be closing in the coming year,” explains April. “I was devastated and decided to move back to Carrollton and work with them for the remaining time they were open.” She recalls the first day back on the job, having worked there during high school. “Charles asked what I thought about buying the business. My first reaction was, ‘I’m only 24! After a little encouragement, he helped me to see that I could do anything I put my mind to, so my parents and I discussed the opportunity and decided to take this leap of faith and buy the business,” says the young business owner.

Since that day, she’s grown the business while surviving the worst economy since the Great Depression. How did she do it? She listened to her father, retired UWG faculty member and former director of Career Services, Bruce Brewer. April tapped into his lectures about creating additional “streams” of income and decided to explore family history through her great-grandfather’s love of hunting. The end result was the launching of her own clothing line, Brewer’s Lantern, which is now in more than 50 retail stores across 10 states.

“Arthur Brewie was a charter member of The Choctaw Hunting Club and could be found many weekends in the prey woods and fields of the South,” explains April. “His outdoor exploits generally included two of his favorite hunting dogs: Rex, a German short hair retriever; and a Labrador retriever by the name Henley. I also found many images of antique lanterns while exploring the family roots.”

A visit to her current Maple Street location provides a glimpse into her history, a wide selection of clothing options for men and even a few items created just for women, too. Visit squireshop.org

**Taking Risks in a Corporate World**

By Yolanda Rodriguez and Jim Collins

When a group of Richards College of Business students visited, Jim Collins ’91 in London, he had some simple advice for them: “You have to take risks.” Jim told the visiting students to look beyond the negative economic news, “I tried to explain to them that you make of it what you put into it. If you can’t find a job in metro Atlanta, there are [other] hubs.” Jim speaks from experience. After graduating with a BBA in finance, he left metro Atlanta for Tampa to work for Salomon Brothers, one of the biggest investment firms in the country at the time. His other moves included a one-year stint at Tech Data, an IT company that serves big box electronic stores. A job with Deutsche Bank, when it was starting an aggressive push to expand into the U.S., took Jim and his family to New York in 1997.

At Deutsche Bank, Jim managed a team of about 120 people to develop technology in investment banking. “The day the planes hit the towers, the second call I got at my desk was from one of the visiting professors from West Georgia,” says Jim. “It made a lasting impression.”

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**Shop Owner Diversifies with Family-Inspired Clothing Line**

By Frank Pritchett

The Squire Shop has a storied history as a Carrollton establishment, offering distinctive men’s wear since 1963. And it’s always been an alumni-owned business. The shop’s story almost came to an end in 2005 when its original owner Charles Wilks ’59 decided to close.

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**Regulator Marine Appoints VP of Operations**

Bobby Densmore 09 was appointed Vice President of Operations by Joan Maxwell, President of Regulator Marine, Inc. Densmore is to lead and refine Regulator’s manufacturing and supply chain management. He recently served as Plant Manager at Elba Island Wading and Cutting, a Cottin Company Corporation in Florence, SC. Densmore has also held significant manufacturing management positions at Impulse Manufacturing, Saint-Gobain Abrasives, Snap-on Tools and Greenfield Industries. He received his Master of Business Administration from the University of West Georgia, Carrollton, GA. He also received his Bachelor of Science in Industrial Engineering Technology from Southern Polytechnic State University, Marietta, GA.

Densmore is originally from north Georgia and has over 23 years of manufacturing experience. He is married and has three children. He and his family will be relocating to the Edenton area.

“Bobby is a seasoned leader with an extensive knowledge of lean manufacturing techniques and supply chain management,” said Joan Maxwell, President of Regulator Marine, Inc. “By reaching out to other industries for world-class management talent, Regulator underscores its commitment to its customers in building the highest quality offshore sport fishing boats in the industry. Our success is completely dependent on the quality and safety of the boats we produce.”
In Defense of Freedom

By Julie Lineback

The Department of Defense has awarded William Scott, ’92 the Defense of Freedom Medal for his work with DynCorp International in Kandahar, Afghanistan.

William, who graduated from the University of West Georgia with a Bachelor of Business Administration in accounting, began his contract with the logistical support company as a biosurveillance database analyst in April 2010. The team worked to track the movement of Afghans via fingerprints, facial recognition and iris scans along with biographical information such as family and tribal backgrounds.

“A lot of bases would employ local nationals to build trenches, paint and cut grass,” William says. “Their theory is if you give a man a chance to either fight or stay home with a warm meal and spend time with his wife and children, he would choose the latter. You give him another opportunity besides war, and you can negate reasonable people want to fight.”

In the event that local nationals had intentions to do both, the database would flag the individuals who would then be met by U.S. military personnel. “The support from my wife was amazing, and it made a big difference in the healing process,” he concludes. “I heard a statement when I got home: ‘The ones who made it back owe it to the people whose comparative advantages are present in creative and artistic fields,’ said Adam Hoffer, economics instructor at the University of Wisconsin – La Crosse, who made the assignment mandatory during his spring 2012 semester.

The UWG students won first place, while Northern Kentucky University won second place and the University of Wisconsin – La Crosse won third place. Second and third place winners receive prizes of $100 and $50, respectively.

This is an excellent example of the level of engagement our faculty have with students,” says Dr. Fayo McIntyre, dean of the Richards College of Business. “Kim Holder created this opportunity for students and has been able to get them excited about economics. The students created videos that present economics concepts in a fun and entertaining way. This particular video is simply fantastic! Every time I hear the ‘real’ song now, I think ‘I want to see you save.’”

“Rock-O-Nomix”⁄⁄⁄

“The ones who made it back owe it to the ones who didn’t to live well.”

Kim Holder, ’08, ’10 is the founder of Rockonomix, an economics educator in the Richards College of Business, and the Director of the UWG Center for Economic Education. Rockonomix is an inter-university contest that encourages students to create economics-themed music videos parodies. Kim is passionate about economics, music, media, pop culture and sports and she loves using technology and social media in the classroom to get her students excited about learning.
Under Construction: Building Your Best You

By Taylor Bryant

For 79-year-old entrepreneur Bill Headley, age is only a number. While sitting at home watching television one night, Bill decided that he didn’t like what he was becoming and decided that it wasn’t too late to make a change. That’s when he decided to enroll as a student at the University of West Georgia Newnan.

It’s actually quite difficult to fathom Bill’s feeling of becoming stagnant in life given his extensive and very impressive resume. He started his construction company, Headley Construction Corporation, out of his home after leaving New York City and moving to Newnan with his wife Anita and their three sons. His fourth son was born after the relocation.

“I have always felt bad about my grades at Auburn University in the ‘50s and ‘60s and wanted to prove to myself that I am a better scholar than I showed then,” says Bill.

Bill is majoring in real estate through UWG’s Richards College of Business, a perfect choice for someone who owns several properties and stays busy managing those. Before he had the luxury of only managing properties, Bill was the president of Headley Construction, which had only been a dream until then.

“Georgia was always high on the list,” he reflected in an article for his 25th anniversary as president of Headley Construction. “When driving to the airport we used to kid, ‘One of these days we’ll just live in one of those old houses in Newnan.’”

Bill began working toward his dream once he found out that Newnan had no general contractor as large as he aspired to be. More than 40 years later, he still has the determination to make one more dream a reality—graduating from college.

“The hardest thing about being a student at my age is my other business interest,” he shares. “My wife Anita of 53 years and I love to travel, and we’ve had to put that on the back burner.”

Although they can’t travel the friendly skies as much, Bill says he’s found enjoyment being around tomorrow’s leaders. “Those are some of the brightest and nicest students. They really have been accepting of me. People are much more interested, and I love to travel, and we’ve had to put that on the back burner.”

With more than 40 years in the business, Bill has some knowledge of his instructors are better and interested in the student learning, rather than just the content. This self-education site is first priority for Bill. “My motivation to get a degree is to prove to myself that I can do it.

“It shows that one has completed a task and what one does with the knowledge they acquire is what is important,” he shares. “The degree is a program whereby one goes through a planned and organized process to learn the basic principles of business skills that are essential to success.”

“Technology has changed for the better, although I feel very comfortable with my side rule,” he adds. “The computer is great. We enjoy a global connection with the translating of information fast. The teachers and instructors are better and interested in the student learning, rather than just the content.”

The National Trial Lawyers Top 40 is a professional organization composed of the top 40 trial lawyers who practice in the fields of criminal defense and/or civil plaintiff law. To be invited, an attorney must have demonstrated superior qualifications, trial results, influence and leadership in their field of practice recognized nationwide. The selection is multifaceted and includes peer nominations and third party research. The Daily Report is a daily publication in metro Atlanta that provides news about the courts and the business and profession of law for lawyers. It brings readers needed information in order to practice law, keep up with competitors and develop clients. The Daily Report’s editorial staff handbooks over the year’s Rising Stars. When asked about his election, Cade says, “It is an honor to join such an elite group of trial lawyers from around the nation.” He wants to say “Growing up around lawyers and politicians paved my interest in the legal system. Specifically, I was always interested in helping people who do not necessarily have a voice. If one thing is certain...I know how to talk.”

Alumnus Adam Wad ’04, director of marketing for Mediacurrent, an Atlanta-based digital web agency, is a strategic thinker who has a passion for producing revenue-generating results through social media-driven marketing. With 10 years in industry experience and competing results, it shows.

Recently awarded Mediadocr’s Best Overall Marketing SMB (Small-to-Medium-size Business), Mediacurrent’s customers include The Weather Channel, Habitat for Humanity and a wide range of institutions of higher learning such as University of Georgia, Georgia Tech and Emory.

“I am a marketing geek, always have been,” exclaims Adam from his Alpharetta office, dressed in shorts, button up and flip-flops. “We do work in a relaxed environment, but it comes with added accountability. You grow to love it.”

At Mediacurrent, Adam oversees all corporate and client-facing digital marketing activities. He drives all integrated marketing programs— from concept to production— including social media, content marketing, online advertising, email marketing, social media and SEO.

Adam is extremely active in the Atlanta marketing community. He is the chairperson for the marketing automation group within the Atlanta Interactive Marketing Association (AIMA), teaches digital marketing workshops and blogs regularly at industry events. He has also authored four digital marketing eBooks and more than 50 marketing blogs. All of these different marketing strategies drive the process to identifying business leads and nurturing new customers. If you ever read Marketing Automation for Dummies, his team’s lead generation success stories are part of the reason.

Time goes by very fast and opportunities pass and rarely occur a second time.”

By Sheryl Marlar

University of West Georgia alum Cade Parian ’00 was elected in July to the National Trial Lawyers Top 40 Under 40 for the first time to earn the distinction. In August, he was named a 2014 Rising Star by the Daily Report.

Cade’s law office, The Parian Law Firm, LLC, is based in Carrollton, Georgia. He earned his law degree from Samford University. Cumberland School of Law, in 2006.

His community associations go beyond the courtroom, including the National Alumni Association Board Member, a member of the UWG Trial Lawyers Association Board and a member of UWG Athletic Foundation Executive Committee.

Still full of life and energy, he is definitely keeping up with his classmates. He recently completed his first semester making all As and Bs.

“The hardest thing about being a student at my age is my other business interest,” he shares. “My wife Anita of 53 years and I love to travel, and we’ve had to put that on the back burner.”

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The Daily Report is a daily publication in metro Atlanta that provides news about the courts and the business and profession of law for lawyers. It brings readers needed information in order to practice law, keep up with competitors and develop clients. The Daily Report’s editorial staff handbooks over the year’s Rising Stars. When asked about his election, Cade says, “It is an honor to join such an elite group of trial lawyers from around the nation.” He wants to say “Growing up around lawyers and politicians paved my interest in the legal system. Specifically, I was always interested in helping people who do not necessarily have a voice. If one thing is certain...I know how to talk.”

Alum Elected to National Trial Lawyers Top 40 Under 40 and Named a 2014 Rising Star

By Sheryl Marlar

For Atlanta Agency, Alum’s Passion for Marketing Pays Off

By Frank Pritchett

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Challenged with the task of creating a business in his New Venture Management course, University of West Georgia senior Timothy Aldridge wanted more than just a good grade – he wanted an idea that he could actually bring to fruition. As he wrote his initial list of business ideas, Timothy realized he wanted to sell something that people couldn’t go a day without.

“The first thing that came to me was, ‘I was drinking coffee throughout the entire process of thinking of a business, and I love coffee! I mean, everyone drinks coffee, and it’s the one thing people run out of.’”

That’s when Timothy realized that he could set his business apart from the rest by delivering high quality coffee straight to the doors of his customers every month. Excited about the concept, Timothy jumped on the idea and developed an initial list of nearly 30 business ideas. For his class project, he presented his concept to the class and received positive feedback. “It’s kind of a play on words: ‘espresso’ spelled incorrectly, plus ‘express’.”

After completing the course, Timothy took the knowledge he’d gained and conducted a significant amount of market research. Marketing on a budget has been a challenge for Timothy, “but you have to get out your target market,” he continues. “Without that you don’t have anything. You can get the idea, but until you understand the market you’re going toward you can’t get the idea, but until you understand the market you’re going toward you can’t get anywhere. You can get the idea, but until you understand the market you’re going toward you can’t get anywhere. You need someone else’s story. You’re receiving someone’s story. You’re receiving something in front of you that you can go after,” he says. “I never want to be too comfortable in one spot. I want to keep moving forward to better myself.” He says his life’s mantra is a quote by Henry Ford: “Anyone who stops learning is old, whether 20 or 80. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.”

“Timothy actually had a different business idea in mind when the course started,” shares Monica. “After class lessons on defining your target market and analyzing your financial plan for the business, Timothy and his class partner, Wesley Cannon, decided to try the Espresso idea, which turned out to be a great concept. After putting the business plan together, pitching the concept, and receiving class and instructor feedback, this business idea is one that will make our university proud.”

Timothy credits the combination of business courses taken at UWG for giving him the foundational knowledge and principles to start his business. “Even in the emerging stages of becoming a successful entrepreneur, Timothy offers a bit of advice to those aspiring to take class lessons into the real world. ‘Do with as many ideas as possible,’ he says. ‘I’m not saying start a business, but see if there’s a market for any of your ideas. More importantly, take your course work and try to relate them to real life experiences.’”

And just when you thought Timothy couldn’t get any more ambitious than launching a business before graduating from college, he shares that he’s considering branching out into possibly selling wine or even health snacks. “It’s kind of like the carrot on the stick approach of always having something in front of you that you can go after.”

“Mr. Aldridge is a part of someone’s life instead of just buying something,” says Monica. “You’re receiving someone’s story. You’re receiving their experiences.”

By Taylor Bryant

**LIFE’S A DAILY GRIND FOR UWG ALUM TIMOTHY ALDRIDGE**

As the University of West Georgia continues to grow, there is an increased need for improvements to the university’s programs and infrastructure, as well as financial support and assistance for deserving students. The University of West Georgia Foundation Board of Trustees solicits and manages resources and other donations gifted to the university.

The UWG Foundation recently welcomed four new members to its Board of Trustees. Each new member brings a wealth of experience and dedication to the university.

Bob Coggins is a business industry professional with over 50 years of experience. He enjoyed a 42-year career with Delta Airlines, rising to the position of executive vice president of marketing and planning before retiring in 1994. Bob is the president of Atlanta Marketing Consultants, a travel and transportation consultancy founded in 1961. He is also a member of the Civil Air Patrol, the Toronto GDS, Iron Mart, eventually rising to vice chairman before retiring in 2011. His accomplishments in the travel industry include various recognitions and awards, including his December 2011 induction into the Business旅行 News Hall of Fame.

In addition to his latest appointment to the UWG Foundation Board of Trustees, Bob, a city councilman of the city of Newnan, also serves on the boards of the Newnan-Coweta Boys and Girls Club, the Atlanta Convention and Visitors Bureau and the Newnan-Coweta County Chamber of Commerce. He is a member of the executive committee of the Chick-Fil-A Bowl. He is also a member of the board of directors of the Atlanta Pediatric Dentistry Group, the Upstate HealthCare Foundation, the Coggin Dental Foundation and the University of West Georgia Foundation Board of Trustees.

Missy Dugan is the president and chief executive officer of the Boys and Girls Clubs of Metro Atlanta. A UWG alumna of the class of 1987, Missy graduated with a bachelor’s degree in business administration. She has a long history with the university, her husband, Mike, is also an alumus, and her son, Bais, is a current student. She also served on the UWG Alumni Association Board of Directors. Missy is a member of Kavaris Club of Atlanta, as well as the Board of Directors of the United Way of Greater Atlanta and the Boys and Girls Clubs of America Professional Advisory Board. She is dedicated to serving the lives of young people and helping them become functioning, upstanding members of society. Missy and her husband, Mike, live in Carrollton, Georgia, and have two children.

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Gary Kinard is the chief financial officer at Southeast Trans Inc., a non-emergency transportation service firm based in Atlanta, Georgia. A UWG alumna, Gary graduated with a bachelor’s degree in accounting in 1991. He worked in various capacities with the Gady Hs Health System in Atlanta from 1991 to 2008. Gary also served as co-chair of the Georgia 3 Disaster Medical Assistance Team from 1991 to 1998. He is an active member of the First Baptist Church of Villa Rica, Georgia, and served as the chairman of the Finance Committee for the assembly from 2010 to 2013. Gary and his wife, Heather, a UWG alumna, live in Villa Rica, Georgia, and are the parents of two young children.

By Joy Esiemokhai

**UWG Foundation Appoints Four New Trustees**

**For more information, visit expressoccffeandeap.com**
All agreed that women often lack enough confidence or the successes they have to their name (from not dressing appropriately) is not promoting the success they make in the workplace, work/life balance, and organizational gaps. The other three panelists explained that this is an issue and women should be “raising each other up” rather than throwing each other under the bus or participating in office politics and office sabotage. Dr. McIntyre raised the point that there is growing concern about women being sabotaged. The other three panelists stressed that this is an issue and women should be “raising each other up” rather than throwing each other under the bus or participating in office politics and office sabotage.

="It’s all about priorities,” Becky said. “Not everyone wants to be a CEO, and that’s fine. But if you want to be a CEO, you’re going to have to work harder and really hit the ground running in order to maintain a newly acquired position or to maintain your current position. Don’t just sit around and think somebody is going to pull you along all the time,” Erica said. "There are a lot of women who cause other women not to succeed,” Missy observed. “There are a lot of women who cause other women not to succeed,” Missy observed. “There are a lot of women who cause other women not to succeed,” Missy observed. “There are a lot of women who cause other women not to succeed,” Missy observed.

"We thought it could never happen to one of us,” Finnegan said, describing the attitude of youth. “But it was a wake-up call. Our minds were much different after hearing the news.”

Finnegan and others around campus worked tirelessly to raise money for Saunders and her family. “It wasn’t until after that I realized that things in my house wasn’t clean unless I paid someone to do it. My daughter doesn’t remember me not being there because I asked her every week what was the most important thing to do to be all, and those were the things I tried to make it to.”

Missy and the other panelists agreed that there is no such thing as true work/life balance because something is going to monopolize your time and it’s as such: women can’t clone themselves and have a corporate ladder and make Martha Stewart jealous at the same time.

"And this OK,” Erica said. “It’s not about that. It’s about finding your passion and what is most important to you.”

Lacey Finnegan (16) has made a career of serving others – and through experience and friendship at UWG, Finnegan was inspired to make philanthropy something more than a hobby in her life.

Finnegan, like many students, was engaged in community service activities, such as fundraisers on campus and in the West Georgia region, through her membership in the Delta Delta Delta sorority. She was very involved in fundraisers for St. Jude Children’s Hospital and raised support for awareness of childhood cancer. But one event made her service much more personal. Angela Sanders, a dear friend, sorely missed, and former roommate of Finnegan’s, was diagnosed with non–Hodgkins lymphoma during her senior year at UWG.

"We thought it could never happen to one of us,” Finnegan said, describing the attitude of youth. “But it was a wake-up call. Our minds were much different after hearing the news.”

Finnegan and others around campus worked tirelessly to raise money for Saunders and her treatments, but unfortunately Saunders lost her fight in October of 2007. Out of that tragedy, Finnegan realized she could help those who are sick, forgotten, or suffering. Finnegan decided she wanted to work to find a cure and help ease the hardships of those who are fighting such a formidable disease.

Finnegan then accepted a position working in community relations for the Tennessee Titans, were she headed up the Leukemia and Lymphoma Society’s (LLS) Man of the Year campaign. Through the work on this campaign, Finnegan met her future husband, professional football player Cortland Finnegan. Since teaming up, they have raised over $120,000 for LLS in their years of nonprofit work together. However, they also realized that they had a passion for working with Special Olympic athletes. So they decided that they would form their own foundation, called The Corfand Finnegan APK-31 Foundation. "APK” stands for Acts of Random Kindness and benefits kids with special needs and disabilities in the middle Tennessee area. Finnegan now serves as the executive director of the foundation.

APK-31 has been highly involved in the community, hosting charity golf tournaments, football camps for kids, meals and gift cards for families during the holidays, and even setting up a kids’ carnival day at the Nashville Zoo. The foundation has also been known to deliver check to local charities around Christmas time each year as an extra holiday blessing.

Finnegan continues working to help APK-31 grow and thrive, and the couple hopes to continue their work through the foundation for years to come. "It completes our life,” Finnegan said about the foundation. "We’re not living our life waiting; we’re giving back all we can and hoping to instill that same drive in our daughters.”

Finnegan’s story is just another example of the impact that UWG alumni have on their communities every day, and UWG is proud of the excellent legacy that they will leave.
Thriving in Sustainability

By Amy K. Lavender

While many students would love to get through college as quickly as possible with two degrees in hand and ready to land a fantastic job in business, few have that opportunity. However, this dream is becoming a reality for Kristin Fox, who decided to take advantage of a program at the University of West Georgia still in its infancy, but already reaping benefits for those enrolled – the Southwestern Sustainable Business Honors Program (SSBHP).

The SSBHP Program, a joint venture of Southwestern Company, LLC, and UWG’s Richards College of Business, allows students to earn their bachelor’s and master’s degrees in only four years. And in less than a year, Fox will have achieved exactly that – two degrees in the time it normally takes to earn just one.

Fox joined the Richards College of Business with the aim of majoring in marketing. It was then she received an email about the SSBHP Program inviting her to have lunch with Southwestern CEO Stu Thorn, other Southwestern employees, and representatives with the Richards College of Business.

“...it was pretty cool,” she said. “We talked to them and they told us we could get our master’s and bachelor’s in four years. [...] They talked a lot about community service, and that was something that interested me. And the fact that we got to work with a lot of different people at Southwire taught me a lot about community service, and that was something that interested me.”

The unique opportunities the SSBHP program provides its students also gives them a glimpse into the corporate world and how a real company functions on a daily basis.

“[The program is definitely preparing me for work after graduation],” Fox said. “In-class work helps, but the fact that we are going to get outside the classroom is a tremendous help, and honestly, I’ve never been in the corporate field, so at first it was a bit of a shock. It definitely opens your eyes to what the workforce is like.”

Fox says participating in the program also gave her a once-in-a-lifetime chance to give back to the community, thanks to Southwire’s commitment to sustainability and community involvement.

“When I was interning in Southwire’s corporate communications, I was under Kristen Croy, the project coordinator, and I worked with the non-profit within their company at Project Gift (Giving Inspiration for Tomorrow) events,” Fox recalled. “They have a facility in Stockbridge, Miss.; and they had a tornado last May, and I got to go on the relief trip. I’ve never seen a community get together and help each other so much. It was amazing — I’ll never forget that trip. Ever.”

And then there are the less tangible things, like inner-office relations and building confidence.

“The program really boosted my confidence level,” Fox said. “I feel like I can go anywhere and do anything and not be scared. I learned way beyond what I could have learned in a classroom alone.”

Overall, Fox says the SSBHP Program is a positive experience that she can easily recommend to other students, especially since it helped her make up for two years she was going to lose in college.

“This is a great program,” she said. “I had a lot of experience, and I decided that I want to go into business; but being able to work for them ... it’s given me a better idea of what my options are after school.”

According to Fox, a fast track to two degrees and lifelong friends are just the beginning of the benefits she’s received from the SSBHP program. She’s also achieved skills, like time management.

“You definitely have to keep your priorities in order,” she said. “I’ve always been organized, but I’ve also always procrastinated. That is my weakness, but this program has helped me with that. It definitely helps you be conscious of your deadlines.”

By Amy K. Lavender

O’Neals Continue Tradition of Stewardship

You may recognize Fred and Lillian O’Neal. They are well-known Carrolltonians and UWG graduates who are powerhouse leaders in the local community. If you haven’t seen them around town or around campus, you’ve seen them with any one of the numerous civic organizations they are members of, volunteering their time to better the lives of others.

So it comes as no surprise that they decided to continue that legacy of giving at their alma mater. Fred and Lillian have given tirelessly of their time and themselves to see that today’s youth have a better tomorrow. Now, they are bequeathing a portion of their estate to UWG to aid the university in recruiting and retaining a diverse student population.

“This was really a no-brainer for us,” Fred said. “We do know, from being students ourselves, the challenges that are faced. We learned the bulk of our own education. I had three jobs when I was going through school. We made it tough, but we realize that funding does help in the environment we’re in now because it does allow you to put more effort into your education. And, of course, we want to make sure all students have an opportunity to go to college.”

UWG’s Vice President for Student Affairs and Enrollment Management Dr. Scot Lingrell expressed his appreciation to the O’Neals for their gift, saying some of today’s students face different challenges than earlier generations.

“We commend people like the O’Neals,” Lingrell said. “I think back then, things weren’t as complex in terms of responsibilities. So this gift will help a student not reap what we’ve reap that second on hard work.”

Fred and Lillian both graduated from UWG with degrees in business — Lillian in 1986 and Fred in 1988. “In fact, the couple met while attending classes at UWG.”

“We didn’t have classes together,” Lillian recalled, “but we saw each other passing in the halls, and the library quite frequently. And we passed each other several times before we were brave enough to speak to each other.”

As students, Fred and Lillian were active in campus activities and student groups. As a result, they know the extra benefits a student can gain from an education at UWG.

“It was a wonderful experience for me,” Lillian said. “It allowed me to grow up from a teen to a young adult. I met wonderful friends, and I still connect with those friends today.”

Of course, the O’Neals touted the quality of their professors and the positive impact they’ve seen the university have on the community as a whole.
SAS Program Gives Students the Tools to Succeed

By Amy K. Lavender

The economics department in the Richards College of Business at the University of West Georgia is one of only two institutions in the nation that offer a fully integrated SAS Analytics Program to undergraduate students. While you may be unfamiliar with SAS, it is a software program used by almost every Fortune 500 Company and has a daily impact on your life.

Business, financial, and economic institutions, academe, and even the federal government use SAS. The software provides a multitude of applications from data entry, forecasting, and financial modeling to time series analysis. Students graduating from UWG with their bachelor's degrees can now bring valuable knowledge of SAS directly to the workforce with this certificate program.

“We have alumni who have had great success coming out of this program, and the program is only in its third year,” said Dr. William “Joey” Smith, chair of the economics department. “Some go on to work for major firms, while others go on to high-level advanced degrees programs.”

The SAS Certificate program is intense, but fairly short. It consists of two statistics classes, a business forecasting class, and an econometrics class that aid students in working on two semester-long projects, which are presented at the end of the program at a culmination event: the SAS Analytics Summit, which brings in business leaders to thank for the SAS Certification leaders from around the region and is a valuable business leader to the students and give them professional advice. He also serves on panels and speaks at the event.

“After seeing the success of the program at the initial SAS Analytics Summit, David Johnson wanted to do even more. His second gift created the David A. Johnson Applied Econometrics and Analytics Fund. This endowment provided the financial resources to begin offering courses in econometrics and business analytics using SAS.”

David Johnson makes it a priority to attend every SAS Analytics Summit, where he can meet and discuss the program with the students and give them professional advice. He also serves on panels and speaks at the event.

At any institution, alumni are arguably the biggest and best examples of personal and professional success for students. They serve as stellar role models and standards of ambition. Having been in the same shoes as many students. The University of West Georgia is no stranger to producing alumni who blazes trails and serve as inspirations to students, young alumni, and the UWG community.

One such individual is Missy Dugan, the president and chief executive officer of the Boys & Girls Clubs of Metro Atlanta, a role that puts her in charge of 29 clubs in 11 counties in the state of Georgia. She joined the Boys & Girls Clubs of Metro Atlanta in 2007 as the vice president for marketing and development later serving as the chief operating officer of the organization prior to her most recent appointment as president and CEO.

An alumni of the class of 1987, Missy graduated with a bachelor's degree in business administration, a background that she credits for her career success. “The great business degree was one of the most important things UWG gave me,” she said. “It enabled me to see the strategy and economics that I had and helped me explore my capabilities.”

Missy’s career has seen her work in various capacities in both the for-profit and non-profit sectors. Yet, a career in the non-profit sector was not in her initial plans as a student and new graduate. In fact, her most recent position prior to joining BGCMA was the vice president of DNS Associates, a for-profit organization that specialized in non-profit endowments.

“I graduated from UWG in the non-profit sector. I never envisioned it, she said, “I was looking for a job with a large company, which seemed to be the only option for me when I graduated.”

Her private sector experience eventually proved advantageous as she transitioned to the non-profit sector.

“My (for-profit) background has helped me so much as a fundraiser,” she emphasized. “Non-profits gain from the business experience because it brings a different perspective to doing things.”

BGCMA caters to more than 5,000 youth of the metro area and serves a different perspective to doing things.”

For the Kids

“Like the work environment, for example. Students often think they get an office with their job. Making that the time of job is actually gone,” she cited. “A lot of people take a job without doing research about the organization, and then you just get very quickly as a result when you realize it’s different from what they expected.”

Missy, however, highlights the learning experiences that such circumstances can provide.

“While I have been lucky to work in jobs that I loved, I have learned as much from good leaders and situations as I have from bad leaders and situations,” she maintained. “It is important to know that it is alright to make mistakes, as long as you learn from them.”

Missy is a Wolf through and through and looks back on her time at UWG with fondness and laughter. Citing meeting her husband, Georgia Senator Mike Dugan Jr.-R-30 who is also a UWG alumus, while studying at UWG as the “biggest and best thing UWG gave me,” she also cites her high-curriculum activities among her favorite memories.

“UWG truly created an environment where I could be me,” she said. “As a dancer and member of the UWG dance team, I could express myself, and my sisters at Phi Mu gave me a group of strong women that I could rely on.”

In fact, her philanthropic efforts as a member of the Phi Mu sorority and a little sister of the Sigma Alpha Epsilon (SAE) was instrumental in her first foray into non-profit.

“I was very active in philanthropy with both organizations, and that was my first experience in fundraising for non-profits,” she reminisced. “I didn’t realize just how much that experience campaigning for Children’s Miracle Network with my sorority would help me in my current capacity at BGCMA.”

Missy is a member of the UWG Foundation’s Board of Trustees and uses her business background and experience in both the private and non-profit sectors to solicit and manage resources and donations to the university for the purpose of helping students and university advancement. She(iterates the role of alumni in providing networking opportunities, as well as the need for students to create lifelong memories before becoming alumni themselves.

“Alumni create alumni memories by first creating student memories,” she expressed. “In addition to being alumni, Missy and Mike are also the proud parents of Meghan, a graduate of UWG’s B.B.A. program, and Blake, a junior and tight end with the UWG Wolves football team. Mike is also a football fanatic.”

“UWG is truly a family university,” she concluded. “It is heartbreaking for me to see all the changes and growth taking place both as a business [the university’s former mascot] and as a Wolf.”
Hopporunity Knocks

By Joey Eismokhi and Niko Gianopoulos

What started out as a father-son bonding project has turned into a Belong passion for Josh Rachl '08, co-founder and award-winning brewmaster of Jekyll Brewing.

As a strapped-for-cash University of West Georgia senior majoring in marketing, Rachel and his dad spent their one-day break brewing beer in their parents' garage. His love of the craft only intensified when, after graduation, he got a part-time job at Brew-Depot in Alpharetta—a "temporary" gig that lasted more than four years—and started brewing at home and entering competitions. While at the Brew-Depot, he met Michael Lundermark, who suggested they start a business together.

"Every home brewer's dream is to become a professional brewer and have a brewery," Rachel said. "It's a lot of hard work, and the reality of it is successes are few and far between."

Today, he and Lundermark are living that dream. Jekyll Brewing, so named for the first Deep South brewery that was founded on Jekyll Island in 1738, opened only two-and-a-half years ago and now encompasses 20,000 square feet. Before Jekyll Brewing moved to its current location at 2897 Buford Drive in Atlanta, Rachel and Lundermark launched a crowdfunding campaign through Kickstarter. Getting the message out via friends and family and word of mouth, more than 350 backers managed to raise $34,000 in support of the young entrepreneurs.

"When I went to orientation at UWG, someone said the one thing you need to learn is that it's all about networking," Rachel remembered. "Having that connection and using it as a marketing tool has been very beneficial.

Using networking knowhow with the growth of the trendy craft beer bar industry has also helped the brewery keep up.

"The efficiency will be through the roof," Rachel predicted. "We are finishing up some more funding that will offer us new opportunities to get our beer into the stores."

The brewery recently upgraded its bottling line from a hand-operated system to an automated production. This new mechanism increases productivity by two to three times the previous capability of six bottles a minute. In the spring or summer, they will be getting a new brew house that will be five times bigger than the current one.

"We spend our entire week talking about what direction we want to take, and I think that with my background in marketing, I am able to help out," he stated. "I have to believe in the brand."

Jekyll Brewing keeps four beers on tap year round and eight seasonals on rotation. The award-winning IPA Hop Dang Diggity accounts for 60 percent of their sales and is so popular that the brewery takes orders over the phone. "You have to be dedicated and believe in yourself," he concluded. "It's a roller coaster, and you never know when it's going to go through."

"We don't stop short of putting everything we can in there to make it full of flavor," he added. "Even if it's a light beer, there's still a lot of craft that goes into it. I try to differentiate our main beer that we have each year to taste differently. Other breweries get the same flavor in every beer, but I strive to separate the beers so they are different."

When making beer, Rachel says you can only create so many beers that someone who has never had a beer has already done. Sometimes, it all takes is a new ingredient to make a drink different again. He described the craft brewing community as tight knit, friendly, and always willing to share their knowledge.

"It's about making great beer. This is what we do, and we're not trying to cut corners. It's a craft, and people are starting to appreciate that. To me, it's more of an art than a science."

By Amy K. Lavender

If Bill and Debbie Esslinger have a family motto, it must be "service." The local dynamic duo, who both graduated from UWG, has deep roots in the Deep South. Bill's father taught organic chemistry, and his mother was in the first graduating class from the nursing school. Debbie's father also taught at the university in the math department.

The two met and started dating while attending Carrollton High School, and it seemed only natural to attend UWG. Bill graduated in 1990 with a bachelor's degree in business administration. Debbie graduated in 1994 with a bachelor's degree in criminal justice. Bill currently serves as a trustee on the UWG Foundation Board of Directors.

Now, the two have taken their university loyalty to a whole new level by endowing three scholarships that will benefit students in three different fields of study: business, chemistry, and nursing.

The James Horch中共 Raising Star Scholarship Fund was established last year in memory of Al Cochrane, who worked at Essex County Medical Technologies with the Esslingers before they joined their current technology ventures. Figo Data Centers, where Bill serves as CEO and Debbie serves as a member of the Board of Directors. Debbie also serves as President of Esslinger Tech-Lab, LLC. Al helped the Esslingers, Tommy Green, Joe Green, Greg Schulenburg, and Brad Tuggle take Greatway public as its chief financial officer about four years ago.

"That was definitely a learning experience," Bill recalled. "I remember, ‘No one of us had ever gone through that process before, and Al had actually taken four years to get us through.'

"I remember that if there are days when the reality of his success hasn't fully set in, When asked what advice he had for young entrepreneurs, he told us, "Nothing is more important than to be a good friend to your customers. This will work for you no matter what era you're in."

"It was a tidal wave coming through, and we were on the ground, especially when it came to branding as co-owner, he remains involved with that side of the business.

"I said there has to be follow-through." Rachel confided that there are days when the reality of his success hasn't fully set in. When asked what advice he had for young entrepreneurs, he told us, "Nothing is more important than to be a good friend to your customers. This will work for you no matter what era you're in."

"I remember him sitting up late over his grade point average, and Bill and Debbie remember the dedication their fathers put into their work.

"I want to make sure I take care of these so no matter what takes it," he said. "I want everyone to succeed and be able to live the life they want to live. That's really important to me, and it's how I feel that the company and I have."
On the Market
By Amy K. Lavender

UWG business student's product could aid millions of diabetics in the United States

Sometimes, it can take years to get a small business off the ground, but University of West Georgia student and local entrepreneur William Cross has put himself on the fast track to success. He's already got his product on select shelves and is seeking funding to expand his business while getting his degree in business management. And as if that wasn't enough, his product also has the potential to change thousands of lives across the United States.

Cross is a diabetic, and his product is specifically targeted to help other diabetics with a common condition called Diabetic Peripheral Neuropathy, more commonly known as neuropathy or DPN. In diabetics, neuropathy – or nerve pain – is caused by the degeneration of nerves, which is in turn caused by the presence of excess sugar in the blood stream.

"Nerve damage is the main cause of all complications for diabetes," Cross said. "There are 20 million people in the U.S. with diabetes, and 20 million of them suffer from DPN. Because of DPN, there are 146,000 limb amputations each year in the U.S. alone, and 50,000 deaths as a result of kidney failure."

Cross is no stranger to these statistics. In fact, he's intimately familiar with them, having suffered from DPN himself for a number of years.

"I had neuropathy, and it was bad enough that I had a handicap tag because it hurt just to walk," Cross recalled. "I tried some prescriptions, and they just had horrible side effects: weight gain, constant dizziness, brain fog. So I started researching and trying stuff on myself.

Cross had found some ingredients that helped him that were listed under the Generally Recognized As Safe (GRAS) category by the FDA. So gradually, over the course of four years, he developed a dietary supplement that addressed his pain by addressing the actual cause of the nerve damage.

"This isn't just a pain pill," Cross said. "It treats the root cause of the problem, which is the transfer of too much sugar into the blood stream and not enough calcium and salt. My product allows for salt and calcium to transfer into the blood stream at the same rate as the sugar."

Once he had the formula right, it was time to find funding. Throughout the year, Cross has represented the University of West Georgia and his company, VasoCorp, at state-wide and national business plan competitions that invite students to propose their business plans and compete for start-up funds.

Cross has been presenting his business plan for his product, Neupaw, at these student-based competitions – very often winning or placing. The prize money yielded from these wins has enabled him to reinvest in his company.

"I was able to buy a $70,000 capsule machine to keep up with demand," Cross reported. "I was only able to fill as many capsules as I could manage by hand. Now, with this machine, I can make between 5,000 and 6,000 capsules a day."

However, Cross says he is looking to outsource production to a company in Florida now that demand has increased.

"I feel like the business is really starting to take off," he said. "We’re selling more than 200 bottles a month now and looking at expanding into Birmingham and possibly Tennessee or Chattanooga. Also, we’ll start clinical trials in February and at the end of that (two months), ours will be the only product clinically shown to treat neuropathy without further damaging nerves."

To find out more about Cross' product, go to www.neupawaway.com. To learn how you can help him with his business venture, call the Small Business Development Center at 678-859-5065. To donate to the foundation he created with his sister “FY Diabetes,” which raises $100,000 a year, send to Faustman Development Center at 678-839-5083. To donate to the foundation he created with his sister “FY Diabetes,” which raises $100,000 a year, send to Faustman Development Center at 678-839-5083. To donate to the foundation he created with his sister “FY Diabetes,” which raises $100,000 a year, send to Faustman Development Center at 678-839-5083.